
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 2010/2011

*First Semester Examination
Academic Session 2010/2011*

November 2010

YBP 326 – Komunikasi Korporat
Corporate Communication

Masa: 3 jam
Duration: 3 hours

Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak.
*This examination paper consists of **THREE (3)** pages of printed materials.*

Jawab **TIGA (3)** soalan.
*Answer **THREE (3)** questions.*

Setiap soalan bernilai 100 markah.
Each question carries 100 marks.

1. Hubungan yang baik dengan media memberikan situasi menang-menang antara organisasi dengan media. Bincangkan sebab-sebab organisasi perlu membina dan memelihara hubungan yang baik dengan media dan jelaskan pendekatan yang sering digunakan untuk memelihara hubungan yang dijalinkan.

Maintaining good relationship with the media provides a win-win situation for the organizations and the media. Discuss the reasons why organizations should develop and maintain good relationship with the media and explain the approaches frequently used to maintain that relationship.

2. Menurut Argenti (2009), "Tanggungjawab sosial korporat (CSR/CR) meliputi keprihatinan korporat terhadap kepentingan publik yang dipamerkan melalui rasa tanggungjawab terhadap kesan aktiviti mereka ke atas konstituen utamanya termasuk pelanggan, kakitangan, pelabur, masyarakat dan persekitaran. Ia melebihi kedermawanan." Dari petikan ini jelaskan kefahaman anda mengenai CSR dan perbincangan anda perlu disertakan dengan contoh tempatan.

According to Argenti (2009), corporate social responsibility (CSR) encompasses corporate concerns towards the public interest demonstrated through its accountability of the impact of its activities towards the constituents such as, clients, consumers, employees, investors the public and the environment. It is more than philanthropic. Based on the above statement, explain your understanding of CSR. Illustrate your explanation by using local examples.

3. Isu dan krisis yang dihadapi oleh banyak organisasi seperti *Hewlett Packard*, *Jetblues Airways*, *Coca-cola India* dan *Carson Container* boleh diselesaikan menggunakan pengurusan tanggapan.

Issues and crisis faced by various organizations such as Hewlette Packard, Jetblues Airways, Carson containers, Coca Cola India, Westwood Publishing and others can be overcome by applying impresstion management dimensions.

- (a) Terangkan dimensi-dimensi pengurusan tanggapan.
Explain the dimensions in impression management.
- (b) Aplikasikan kaedah pengurusan tanggapan dalam menangani isu yang dihadapi oleh salah satu organisasi di atas untuk memulihkan imejnya di mata konstituen utama. Berikan justifikasi pemilihan kaedah-kedah tersebut.

Apply the impression management methods in solving the issues faced by one of the organizations mentioned above to restore its tarnished image in the eyes of its constituents.

4. Model Strategi Komunikasi Korporat yang diperkembangkan oleh Argenti (2009) boleh dijadikan rujukan untuk menyelesaikan masalah komunikasi yang dihadapi oleh sesuatu organisasi. Menggunakan satu kajian kes yang anda ketahui jelaskan langkah-langkah bagaimana model ini boleh membantu menganalisis masalah dan membentuk cadangan penyelesaian terhadap kajian kes tersebut.

The Corporate Communication Strategic Model that was developed by Argenti (2009) can be used as reference in solving communication problems faced by an organization. Using any case study that you know, apply the model to analyse the problems and suggest solutions to solve the problems faced by the organization in the case study.